

The Big Five Personality Traits and Marketing Mix of Universitas Klabat as Perceived by Students

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Abstract

This research article reported the exploration of 168 students' perception of the Big Five Personality Traits and Marketing Mix of Universitas Klabat. Specifically, this study inquired whether the Big Five Personality Traits (openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism) were associated with 7Ps of Marketing Mix (product, price, promotion, place, process, people, and physical evidence). Data were collected with purposive sampling method, by using an adopted questionnaire of Big Five Personality Traits and a self-constructed questionnaire of 7Ps of Marketing Mix. Analysis of the data revealed that the students *moderately agree* on openness to experience, conscientious, extravert, and neurotic. Female students appeared to be more conscientious than male significantly. Both female and male students perceived Universitas Klabat as a university that was good in 7Ps of Marketing Mix; but not good in setting the price, namely tuition fee and other school expenses. However, female students scored significantly higher than male students regarding high quality teachers and staff. Openness to experience and conscientiousness personality traits have a significant contribution to the model of 7Ps of Marketing Mix.

Keywords: *big five personality traits, 7Ps of marketing mix, gender, students' choice of university's marketing mix*